In the Claims:

Please amend the claims as follows:

1. (Currently Amended) A process for preparing a product comprising branched olefins, said process comprising:

hydrocracking and hydroisomerizing a paraffinic wax to produce an isoparaffinic composition comprising 0.5% or less quaternary carbon atoms, said isoparaffinic composition comprising paraffins having a carbon number of from about 7 to about 18, at least a portion of said paraffins being branched paraffins comprising an average number of branches per paraffin molecule of at least 0.5, said branches comprising a first number of methyl branches and optionally a second number of ethyl branches, said branched paraffins comprising a range of molecules of which the heaviest molecules comprise at most 6 carbon atoms more than the lightest molecules;

exposing said isoparaffinic composition to a dehydrogenation catalyst in an amount and under dehydrogenation conditions effective to dehydrogenate said branched paraffins and to produce said branched olefins comprising 0.5% or less quaternary aliphatic carbon atoms.

- 2. (Original) The process of claim 1 wherein said isoparaffinic composition and said branched olefins comprise 0.3% or less quaternary aliphatic carbon atoms.
- 3. (Original) The process of claim 1 wherein said isoparaffinic composition comprises at least about 50 %w of said branched paraffins.

Claim 4 (Canceled).

- 5. (Original) The process of claim 1 wherein at least 90 %w of said branched paraffins comprise a range of molecules of which the heaviest molecules comprises at most 6 carbon atoms more than the lightest molecules.
- 6. (Original) The process of claim 1 wherein said paraffins have a carbon number in the range of from 7 to 35.

- 7. (Original) The process of claim 1 wherein at least 75%w of said isoparaffinic composition consists of paraffins having a carbon number in the range of from 10 to 18.
- 8. (Original) The process of claim 1 wherein at least 90 w% of said isoparaffinic composition consists of paraffins having a carbon number in the range of from 10 to 18.
- 9. (Original) The process of claim 1 wherein at least 75%w of said isoparaffinic composition consists of paraffins having a carbon number in the range of from 11 to 14.
- 10. (Original) The process of claim 1 wherein at least 90%w of said isoparaffinic composition consists of paraffins having a carbon number in the range of from 11 to 14.
- 11. (Previously Presented) The process of claim 1 wherein said average number of branches per paraffin molecule is at least 0.7.
- 12. (Previously Presented) The process of claim 1 wherein said average number of branches per paraffin molecule is at most 2.0.
- 13. (Previously Presented) The process of claim 1 wherein said average number of branches per paraffin molecule is at most 1.8.
- 14. (Previously Presented) The process of claim 1 wherein said average number of branches per paraffin molecule is at most 1.4.
- 15. (Original) The process of claim 1 wherein said first number of methyl branches is at least 50%.
- 16. (Original) The process of claim 1 wherein said second number of ethyl branches is at most 10%.
- 17. (Currently Amended) A process for preparing a product comprising branched olefins, said process comprising:

hydrocracking and hydroisomerizing a paraffinic wax to produce an isoparaffinic composition comprising less than 0.5% quaternary aliphatic carbon atoms, said isoparaffinic composition comprising paraffins having a carbon number of from about 7 to about 18, at least a portion of said paraffins being branched paraffins comprising an average number of branches per paraffin molecule of at least 0.5, said branches comprising a first number of methyl branches and optionally a second number of ethyl branches; and,

exposing said isoparaffinic composition to a dehydrogenation catalyst in an amount and under dehydrogenation conditions effective to dehydrogenate said branched

paraffins and to produce said branched olefins comprising less than 0.5% quaternary aliphatic carbon atoms wherein said dehydrogenation conditions comprise a residence time effective to maintain a conversion level of said isoparaffinic composition below about 50 mole%.

Claim 18 (Canceled).

- 19. (Original) The process of claim 1 wherein said isoparaffinic composition comprises at least about 50 %w of said branched paraffins.
- 20. (Original) The process of claim 1 wherein said isoparaffinic composition comprises at most 10%w linear paraffins.
- 21. (Original) The process of claim 1 wherein said isoparaffinic composition comprises at most 5%w linear paraffins.
- 22. (Original) The process of claim 1 wherein said isoparaffinic composition is produced by a Fischer Tropsch process.
- 23. (Original) The process of claim 1 wherein said isoparaffinic composition is obtained from an ethylene oligomerization process.
- 24. (Original) The process of claim 1 wherein said isoparaffinic composition is treated with an absorbent under conditions effective to perform a function selected from the group consisting of reducing linear paraffin content, favorably adjusting said average number of branches, and a combination thereof.
- 25. (Original) The process of claim 1 wherein said dehydrogenation catalyst comprises a quantity of metal or metal compound selected from the group consisting of chrome oxide, iron oxide and, noble metals.
- 26. (Original) The process of claim 1 wherein said dehydrogenation catalyst comprises a quantity of noble metal selected from the group consisting of platinum, palladium, iridium, ruthenium, osmium and rhodium.
- 27. (Original) The process of claim 1 wherein said dehydrogenation catalyst comprises a quantity of noble metal selected from the group consisting of palladium and platinum.

- 28. (Original) The process of claim 1 wherein said dehydrogenation catalyst comprises a quantity of platinum.
- 29. (Original) The process of claim 25 wherein said dehydrogenation catalyst further comprises a porous support selected from the group consisting of activated carbon; coke; charcoal; silica; silica gel; synthetic clays; and silicates.
- 30. (Original) The process of claim 25 wherein said dehydrogenation catalyst further comprises a porous support selected from the group consisting of gamma alumina or eta alumina.
- 31. (Original) The process of claim 25 where said quantity of metal or metal compound is from about 0.01 to 5%w based on the weight of the catalyst.
- 32. (Original) The process of claim 26 wherein said catalyst further comprises from about 0.01 to about 5%w of one or more metals selected from the group consisting of Group 3a, Group 4a and Group 5a of the Periodic Table of Elements.
- 33. (Original) The process of claim 26 wherein said catalyst further comprises from about 0.01 to about 5%w of one or more metals selected from the group consisting of alkali earth metals and alkaline earth metals.
- 34. (Original) The process of claim 26 wherein said catalyst further comprises from about 0.01 to about 5%w of one or more metals selected from the group consisting of indium, tin, bismuth, potassium, and lithium.
- 35. (Original) The process of claim 26 wherein said catalyst further comprises from about 0.01 to about 5%w of one or more halogens.
- 36. (Original) The process of claim 26 wherein said catalyst further comprises from about 0.01 to about 5%w independently of tin and chlorine.
- 37. (Original) The process of claim 1 wherein said catalyst is selected from the group consisting of chrome oxide on gamma alumina, platinum on gamma alumina, palladium on gamma alumina, platinum/lithium on gamma alumina, platinum/potassium on gamma alumina, platinum/tin on gamma alumina, platinum/tin on hydrotalcite, platinum/indium on gamma alumina and platinum/bismuth on gamma alumina.
- 38. (Original) The process of claim 1 wherein said dehydrogenation conditions comprise a temperature of from about 300°C to about 700 °C. and a pressure of from about 1.1 to 15 bar absolute.

- 39. (Original) The process of claim 1 wherein hydrogen is fed to said dehydrogenation catalyst with said isoparaffinic composition.
- 40. (Original) The process of claim 39 wherein said hydrogen and said paraffins are fed at a molar ratio of from about 0.1 to about 20.

Claim 41 (Canceled).

- 42. (Original) The process of claim 1 wherein said branched olefins comprise non-converted paraffins and said process further comprises separating said non-converted paraffins from said branched olefin product and recycling said non-converted paraffins to said dehydrogenation catalyst.
- 43. (Original) The process of claim 42 wherein said separating comprises exposing said product comprising non-converted paraffins to molecular sieves.
 - 44. (Original) The process of claim 43 wherein said molecular sieves are zeolites.
- 45. (Original) The process of claim 1 wherein said branched olefin product comprises from about 1 to about 50% mole olefins relative to the total number of moles of olefins and paraffins present.
- 46. (Original) The process of claim 1 wherein said branched olefin product comprises from about 10 to about 20% mole olefins relative to the total number of moles of olefins and paraffins present in said product.

Claims 47-156 (Canceled).